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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-53APP (GP-064-05-US)**

Applicants: **Yingwei Claire CUI et al.**

Serial No.: **10/649,585**

Filing Date: **August 27, 2003**

Title: **IMPROVING CONTENT-TARGETED ADVERTISING USING COLLECTED  
USER BEHAVIOR DATA**

Examiner: **Not yet assigned**

Group Art Unit: **2673**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action has not yet been mailed, this Information Disclosure Statement should be considered under 37 C.F.R. §1.97(b)(3). Alternatively, the Information Disclosure Statement should be considered under 37 C.F.R. §1.97(c)(1).

**Certification Under 37 CFR 1.97(e)(1):**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

**Statement Under 37 C.F.R. 1.704 (d)**

Each item of information contained in the Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart application and that this communication was not received by any individual designated in §1.56 (c) more than thirty days prior to the filing of the Information Disclosure Statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.



Respectfully submitted,

Dated: May 3, 2006

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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **May 3, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo  
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Complete if Known

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**First Named Inventor:** Yingwei Claire Cui  
**Group Art Unit:** 2673  
**Examiner Name:** Not yet assigned

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Examiner Signature	/Arthur Duran/	Date Considered	04/29/2008
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /AD/